

# REMINDER: DTLA 2030 Committee Mtg. - Feb. 21

**Subject:** REMINDER: DTLA 2030 Committee Mtg. - Feb. 21  
**From:** "Central City Association" <jdanganan@ccala.org>  
**Date:** 02/16/2017 03:42 PM  
**To:** "Julia Marino" <jmarino@downtownla.com>

CCA Committee Meeting Notice

✉ **• CIVIC CENTER MASTER PLAN**  
• NOW ART L.A.  
• CONDO SALES & TRENDS IN  
DTLA  
• HISTORY OF EXPO PARK

TUESDAY

**FEB. 21**

8:30 - 10 a.m.

✉ [RSVP](#)

✉ [RSVP required by February 20, 2017](#)

✉ [Get Directions](#)

## CIVIC CENTER MASTER PLAN

Join us to hear from the City Administrative Office (CAO) regarding the Civic Center Master Plan (CCMP). The City of Los Angeles needs to replace aging facilities around the Civic Center. In order to do so it has initiated a new master plan for the area to guide its development over the next 15 years. The CCMP lays out a vision for the redevelopment of the areas east of City Hall. Its primary goal is to consolidate City offices into new, larger buildings to allow for more housing and commercial retail space in the area. It could add up to one million square feet of housing on the perimeters of the Civic Center. The first action under the plan would be the demolition of Parker Center and its replacement with a new City office building (with ground floor retail) by 2020.

*Special Guest: Stephanie Magnien, CAO*

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## NOW ART L.A.

NOW Art L.A. will be presenting artist installation ideas for activation of public spaces to CCA members in collaboration with the Pershing Square Park Advisory Board. They will provide an overview of their organization and discuss how art can be a bridge and vision to inspire the urban environment, and engage the community.

*Special Guests: Carmen Zella, NOW Art L.A. & Amy Yeager, Pershing Square Park Advisory Board*

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## CONDO SALES & TRENDS IN DTLA

CCA members are invited to hear from Polaris Pacific about condo sales and trends in Downtown. Polaris Pacific is the West Coast leader in high-density real estate sales and marketing and they will share their insights to help us better understand Downtown's growth.

*Special Guest: Rhonda Slavik, Polaris Pacific*

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## ALONG THE LINE: THE EARLY STORY OF THE PARK, THE SCHOOL AND THE RAILROAD IN BETWEEN

Have you ever wondered about how Exposition Park was created? Or the University of Southern California? And why these institutions came to be across the street from each other? Welcome to 19th Century Los Angeles and hear the early story about the evolution of these important institutions and the railroad that separated them. Join us for historic perspective about one Los Angeles' great neighborhoods.

*Special Guest: Greg Fischer, LA 1781, Inc.*

(Open to Executive, Business Advocacy and Premier Level Members Only)

### Location

Central City Association  
626 Wilshire Blvd.  
Suite 200

### Parking

Parking is available onsite.  
\$5 for 2 hours with validation.  
Enter structure on Hope

### Continental breakfast will be served.

Questions? Please do not

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Los Angeles, CA 90017

Street.

hesitate to contact Lena  
Mulhall at [lmulhall@ccala.org](mailto:lmulhall@ccala.org)  
or 213. 416.7514.

Register for this committee meeting on CCA's new Member Portal

1. Click the RSVP button.

2. Sign in to the CCA Member Portal. You  
should have received an email from CCA  
containing your new login information. To  
request it again, [click here](#).

3. Please remember your username and  
password as you will need it to register for future  
CCA events and committee meetings.

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